

County of Loudoun
Department of Planning
MEMORANDUM

DATE: May 8, 2008

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: Sarah Milin, Planner *SM*
Community Planning

SUBJECT: ZMOD 2007-0008, Arcola Center Comprehensive Sign Plan 2nd Referral

BACKGROUND

Arcola Limited Partnership and Evergreen Commerce Center L.P. are requesting a Zoning Ordinance Modification (ZMOD) to modify the sign provisions of the Revised 1993 Zoning Ordinance and establish a comprehensive sign plan for Arcola Center. Arcola Center is an approved 391-acre mixed-use project that is planned to consist of residential, retail, employment, and public/civic uses (see ZMAP 2005-0005 & SPEX 2005-0045, Arcola Center – The Shops and ZMAP 2006-0035, Arcola Center). It is located north of Route 50 and south of Evergreen Mills Road (Route 621), between Gum Springs Road (Route 659) and the Loudoun County Parkway (Route 606). The proposed sign plan includes ground-mounted entrance signs for the entire Arcola Center property and more detailed signs, including building-mounted, pedestrian, and vehicular signage, for the commercial portion of the property that was approved as Arcola Center – The Shops.

In the first referral, staff found that the proposed sign plan was generally consistent with the Revised General Plan in that it would enhance the project's sense of place and would also assist visitors and residents to navigate throughout the development. Staff expressed concern, however, about the overall size and number of signs and recommended several clarifications to the application as well as conditions pertaining to landscaping and lighting. The applicant has submitted a revised comprehensive sign plan which addresses several of staff's concerns. Signs have been designed to be in scale and proportion to the size of the corresponding tenant and are, in general, appropriately designed for a regional shopping center. The remaining issues are outlined below.

OUTSTANDING ISSUES**1. Directional Signs**

Staff is concerned with the number of vehicular directional signs that are proposed. As shown on pg. 78 of the sign plan, a total of 23 vehicular directional signs are proposed within The Shops and, at some intersections, signs are proposed on all four corners. A large number of signs, instead of facilitating the movement of traffic and providing clear directional information, may be confusing to drivers. In general, the directional signs should only be used to point to features of interest (such as commuter parking spaces) or other sections of Arcola Center, and should only be placed at major intersections. Additionally, the proposed height of the pedestrian directional signs (12 ½ feet) appears to be slightly higher than needed for pedestrian signage. It would seem that heights of between 8 to 10 feet would be more reasonable for these signs.

Staff recommends that the number of vehicular directional signs and that the height of the pedestrian signs be reduced.

RECOMMENDATIONS

Staff recommends that applicant reexamine the overall size and number of the vehicular and pedestrian directional signs. Once these issues are resolved, the proposed comprehensive sign plan will conform to the design guidelines of the Revised General Plan and the Retail Plan and Community Planning staff can recommend approval of the Zoning Modification request. Staff also recommends conditions of approval relating to landscaping at the base of ground-mounted signage and lighting, as stated in the first referral. As always, staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Program Manager – via e-mail

County of Loudoun
Department of Planning
MEMORANDUM

DATE: November 9, 2007

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: Sarah Milin, Planner *SM*
Community Planning

SUBJECT: ZMOD 2007-0008, Arcola Center Comprehensive Sign Plan

BACKGROUND

Arcola Limited Partnership and Evergreen Commerce Center L.P. are requesting approval of a Zoning Ordinance Modification (ZMOD) to modify the sign provisions of the Revised 1993 Zoning Ordinance and establish a comprehensive sign plan for the Arcola Center property. Specifically, the applicant proposes changes to the Zoning Ordinance regulations that govern the size, number, type, location, height and illumination of signs that are permitted on the property. The sign plan includes regulations for community identification entrance signs for the overall project and more detailed regulations for the signage within The Shops at Arcola Center.

According to the sign plan, this document "dictates the designs for those signs that are known at the preparation of this document and defines the design guidelines and regulations for future signs". The Table of Contents (pg. i) indicates that temporary signs as well as signage for other sections of the Arcola Center project will be developed and proposed in the future. An Arcola Architectural Review Board will be established to approve sign designs and locations in accordance with the sign plan.

Arcola Center is a 391-acre mixed-use project that is planned to consist of residential, retail, employment, and public/civic uses. It is located north of Route 50, south of Evergreen Mills Road (Route 621), west of Gum Springs Road (Route 659) and east of the Loudoun County Parkway (Route 606). Several land development applications have been proposed for this project, including two that have been approved (ZMAP 2005-0005 & SPEX 20005-0045, Arcola Center – The Shops) and one that is still under review (ZMAP 2006-0035, Arcola Center). These current applications include areas of the Arcola Center property that have been previously approved for a retail center

(ZMAP 1998-0004, Arcola Center) and an industrial complex (ZMAP 1997-0004, Hazout North).

COMPLIANCE WITH THE COMPREHENSIVE PLAN

The subject property is governed under the policies of the Revised General Plan, as amended by the Arcola Area/Route 50 Corridor Plan. The site is located within the Dulles Community of the Suburban Policy Area. It is designated for development as a modified Business Community with two overlays: Destination Retail and Village Perimeter Transition Area (*Arcola Area/Route 50 Corridor Plan, Planned Land Use Map*). The retail policies of the Countywide Retail Plan Amendment ('Retail Plan') also apply.

ANALYSIS

The County encourages residential neighborhoods to have a peaceful character suitable for private domestic life, recreational activities, and neighborhood social gatherings (*Revised General Plan, Design Guidelines 1a, p. 11-6*). Street designs should be sensitive to views, pedestrian movement, landscape and physical enclosure (*Revised General Plan, Design Guidelines 1d, p. 11-8*). Within retail centers, signs should be developed as an integral part of the overall retail center design (*Retail Plan, text, p. 20*). The Plan strongly encourages a unified graphic design scheme in order to help unify buildings within a multi-building retail center (*Retail Plan, Policy 1, p. 21*).

The proposed sign plan includes ground-mounted entrance signs at the intersections of roadways and a variety of commercial signs within The Shops at Arcola Center. Within the retail area, in addition to the typical building-mounted signs, a variety of other kinds of sign styles (including awnings, blade signs, retail tower signs, community event banners, directory & advertising display signs, pedestrian directional signs, vehicular directional signs, and menu box signs) are proposed.

Overall, the proposed signs are consistent and compatible in design due to the use of a standard logo and logotype, high-quality materials, and complimentary architectural style. The comprehensive sign plan establishes the use of two typefaces and a standard color palette to maintain uniformity while, at the same time, allowing individual signs some flexibility. The proposed ground-mounted entrance signs are well-designed and human scaled while the alternative sign types will add to overall character of the retail center.

Staff finds that the proposed sign plan will contribute to and enhance the proposed community's sense of place and aesthetics. It will also create an overall sense of hierarchy and coordination that will assist visitors and residents to navigate throughout the community. As such, the proposed Arcola Center Comprehensive Sign Plan appears to be generally consistent with the Revised General Plan.

To fully conform to Plan policies, however, staff recommends the following:

1. Extent of the Comprehensive Sign Plan

The proposed sign plan proposes detailed regulations for community identification entrance signs at the intersections of major roadways as well as for a variety of signage (including both freestanding and building-mounted) within The Shops at Arcola Center portion of the project. More detailed regulations for signage within the other sections of the project (including the Business Park, the Offices, the Residences at Main Street, the Main Street, the Corporate Park, the Village, and the Slave's Quarters Historical Site and Park) and temporary signs will be developed and proposed in the future. The submitted package is not comprehensive in that it applies to only a portion of the entire project. It is not clear whether additional regulations will be added during the review of this application or if a second Zoning Ordinance Modification request will be submitted at some point in the future.

Staff requests information regarding the applicant's intent and timing to provide a comprehensive sign plan that will apply to the entire project.

2. Location of Information Signs

The proposed comprehensive sign plan includes regulations for a number of informational signs, including community bulletin boards and pedestrian & vehicular directional signs. No information has been provided regarding where these signs will be placed. As such, staff cannot determine whether these signs will be distributed throughout the entire project or just the commercial area (The Shops at Arcola Center). Staff is particularly concerned with the number of ground-mounted vehicular directional signs that are proposed. The number and size of such signs (up to 30 signs, each with an area of 23 sq ft per side) appears to be excessive given that the stores within The Shops will be easily visible from the roadways. A large number of signs, instead of facilitating the movement of traffic and providing clear directional information, may be confusing to drivers. While staff recognizes that some flexibility should be given to where the signs are ultimately placed, the number of vehicular directional signs should be limited to the minimum necessary and, on roadways, placed only at intersections (e.g., not in between blocks).

Staff also notes that the Comparative Sign Matrix includes "Community Bulletin Board Signs" (*Arcola Center Comprehensive Sign Plan, 7/23/2007, pg. 15*); however, the sign plan itself indicates that such signs are shopping center directory & advertising display signs. This is confusing as Community Bulletin Board Signs typically refers to Homeowners Association (HOA) signs that display community events, reminders, information, etc.

Staff requests that the applicant clarify where the proposed information signs, including the community bulletin boards, pedestrian directional signs, and vehicular directional signs, will be located. It would be appropriate to provide a

Sign Location Map for these signs so that staff can assess whether the proposed number of signs is reasonable.

Staff also recommends that the Comparative Sign Matrix (the CSP Proposed Sign Type & Location column) be revised to specify that shopping center directory & advertising display signs are being proposed.

3. Size of Building-Mounted Signs

A variety of building mounted signage is proposed for the different retailers within The Shops at Arcola Center which is limited to backlit letters designating the store or business name that include corporate logos, colors, images and trademarked designs. The size and number of signs, in several instances, appear to be greater than needed and may overwhelm the buildings themselves. For instance, the main sign for SuperTarget is proposed to be 424 sq ft, seven times the maximum size envisioned by the Zoning Ordinance. In general, signs should be less obtrusive and complement, rather than overwhelm, the high-quality character of the buildings.

Staff recommends that the applicant reexamine the overall size and number of the building-mounted signage for the various retailers.

4. Landscaping

The County encourages street designs that are sensitive to views, pedestrian movement, landscape and physical enclosure (Revised General Plan, Design Guidelines 1d, p. 11-8). The incorporation of indigenous vegetation into the landscape is also encouraged (Revised General Plan, Policy 7, pg. 5-33). No information has been provided regarding the landscaping that will be provided around the freestanding, ground-mounted signs, including the community identification entrance signs and the shopping center identification signs.

Staff recommends that the proposed comprehensive sign plan include more details regarding landscaping around the base of the ground-mounted signs. Such landscaping should be coordinated throughout the entire development to further enhance the community's identity. The incorporation of native species is encouraged. Staff also recommends a condition of approval that requires landscaping around the ground-mounted signs as well as a commitment to the long term maintenance of both the landscaping and the signs.

5. Seasonal/Community Event Banners

The proposed sign plan includes the use of community event banners on light poles. The applicant does not seek to change the Zoning Ordinance requirement regarding the timing of such signs (i.e., the permit for such signs is limited to one month from the date of issuance, for no more than 3 consecutive months). Within commercial areas, banners on light poles advertising community events or holidays can create an appealing sense of place. However, banners are not appropriate along residential streets as they are contrary to Plan policies which call for residential communities to

have a peaceful character and street designs that are sensitive to views (Revised General Plan, Policy 1d, pg. 11-7). Banners within residential areas can detract from the character of the community and their placement can create unsafe conditions.

Staff recommends a condition of approval that the proposed seasonal/community event banners will only be permitted within the commercial sections of Arcola Center (e.g., The Shops at Arcola Center). Banners would also be appropriate within the Main Street section of the project once signs for that area are proposed.

6. Lighting

The Revised General Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Policy 1, p. 5.31). The Retail Plan also specifies that all lighting in retail centers should be designed to reduce glare and spillage of light onto adjoining properties and streets, and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Policy 2, p. 21). The proposed sign plan specifies that both internal and external (pole-mount, ground-mount) methods to illuminate signs will be used. Excessive glare, fluctuation and movement of sign illumination will not be permitted. Exposed lamps are permitted and, like the illumination of signs, are subject to approval by the Arcola Architectural Review Board.

Staff recommends a condition of approval stating that no animation, neon, or moving lights will be permitted; that building-mounted signs will be illuminated internally only and contain no exposed lighting elements; that sign illumination will not spill upward or reflect or cast glare onto adjacent properties or roads; and that ground-mounted lighting fixtures will be shielded and directed at the intended sign elements.

7. Signs for the Slave Quarters Site

Staff notes that at the October 29, 2007 Planning Commission Worksession regarding ZMAP 2006-0015/SPEX 2007-0007, Arcola Center, Planning Commissioners requested that the applicant provide temporary signage for the Slave Quarters site. At the meeting, the Applicant agreed to such a provision.

Staff recommends that signage for the Slave Quarters site be included in this Comprehensive Sign Plan.

RECOMMENDATIONS

The proposed Arcola Center Comprehensive Sign Plan appears to be consistent with the Revised General Plan and is generally supportable. Staff recommends revisions and additional information to the package that includes:

- information regarding the applicant's intent and timing to provide a comprehensive sign plan that will apply to the entire project ;
- information regarding the location of the proposed information signs,
- some reduction in the size and number of building-mounted signage;
- commit to providing landscaping around the base of monument signs, i.e., low-lying shrubbery and/or flowering plants;
- commit to maintaining individual signs and associated landscaping materials in good condition,
- commit to the use of banners only within the commercial sections of Arcola Center;
- commit to the use of lighting for signs that is the least disruptive to the surrounding areas and night sky in terms of glare and appearance; and
- includes signage for the Slave Quarters site.

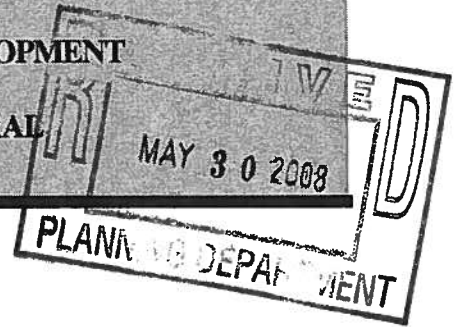
Staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Program Manager

COUNTY OF LOUDOUN

DEPARTMENT OF BUILDING AND DEVELOPMENT

ZONING ADMINISTRATION REFERRAL



DATE: May 30, 2008

TO: Sophia Fisher, Project Manager, Department of Planning

CC: Marilee Seigfried, Deputy Zoning Administrator

FROM: *T. Miller*
Teresa H. Miller, Planner, Zoning Administration

CASE NUMBER AND NAME: ZMOD 2007-0008 Arcola Center Comp Sign Plan 3rd Sub

TAX MAP / PARCEL NUMBER (MCPI):

| | |
|----------------|---------------|
| 101////////92/ | 163-49-1534) |
| 101/E/1////5/ | (162-19-6219) |
| 101/E/1////6/ | (162-19-4928) |
| 101////////97/ | (162-17-2899) |
| 101////////43A | (163-27-3386) |
| 101////////95/ | (162-29-8197) |
| 101////////96/ | (162-38-9607) |
| 101////////42/ | (163-36-7830) |
| 101/C/2////5/ | (163-26-9824) |
| 101/C/2////4/ | (163-26-7931) |
| 101/C/2////3/ | (163-26-5032) |
| 101/C/2////2/ | (163-26-3341) |
| 101/C/2////1/ | (163-26-4764) |

Zoning Administration has reviewed third submission materials for the above referenced **Zoning Modification (ZMOD)** under the Revised 1993 Loudoun County Zoning Ordinance and has the following comments.

ARCOLA COMPREHENSIVE SIGN PLAN

Exhibit B

1. There has been a substantial increase for many sign types individual signs as well as total aggregate sign area. The proposed amounts of signage in the previous two sign submissions were more appropriate in individual sign size as well as aggregate total. Signs are no longer in proportion to the building facades. Some sign categories now have an additional 100 to 200 square foot of signage proposed. In some categories, the sign area of a single sign exceeds the previous aggregate allowance. Staff questions why at third submission there have been major revisions to the package.

ATTACHMENT 1b

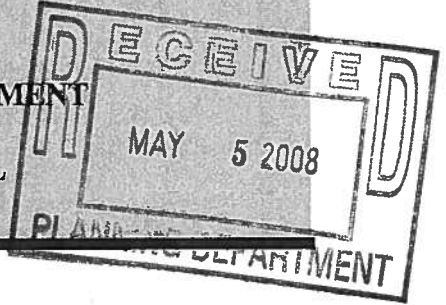
A-9

2. The applicant has now requested a modification to Section 5-1204(D)(6)(c) Real Estate – Commercial For Sale Sign. The proposal is for 1 sign per future tenant. With approximately 660,000 square feet of retail space within The Shops, 1 real estate sign per future tenant is excessive. Staff suggests the applicant evaluate the necessary amount of real estate signs for the center, such as an exact number of real estate signs for the entire center.
3. The proposed Freestanding Directional Kiosk sign still shows the Arcola Logo which is considered advertising. The proposed map will need to be generic in nature and not listing individual tenants or the center by name. The definition of a directional sign is “Signs providing directions to specific types of uses on a site. Such signs shall contain no advertising.” Specific types of uses would be grocery, parking, restaurant, etc.

Section II Comprehensive Sign Plan

4. Staff wishes to clarify the applicability of the “Future” sign category. Should the zoning ordinance be amended in the future to allow such a sign type, the applicant would be able to apply for permit to construct such a sign pursuant to the sign category provisions. Should the applicant wish to install a sign in excess of the zoning ordinance allowance, a new zoning modification will need to be applied for. A sign type that does not exist at this time can not be modified.

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
ZONING ADMINISTRATION REFERRAL



DATE: May 5, 2008
TO: Sophia Fisher, Project Manager, Department of Planning
CC: Marilee Seigfried, Deputy Zoning Administrator
FROM: Teresa H. Miller, Planner, Zoning Administration

CASE NUMBER AND NAME: ZMOD 2007-0008 Arcola Center Comp Sign Plan 2nd Sub

TAX MAP / PARCEL NUMBER (MCPI):

| | |
|----------------|---------------|
| 101////////92/ | 163-49-1534) |
| 101/E/1////5/ | (162-19-6219) |
| 101/E/1////6/ | (162-19-4928) |
| 101////////97/ | (162-17-2899) |
| 101////////43A | (163-27-3386) |
| 101////////95/ | (162-29-8197) |
| 101////////96/ | (162-38-9607) |
| 101////////42/ | (163-36-7830) |
| 101/C/2////5/ | (163-26-9824) |
| 101/C/2////4/ | (163-26-7931) |
| 101/C/2////3/ | (163-26-5032) |
| 101/C/2////2/ | (163-26-3341) |
| 101/C/2////1/ | (163-26-4764) |

Zoning Administration has reviewed second submission materials for the above referenced **Zoning Modification (ZMOD)** under the Revised 1993 Loudoun County Zoning Ordinance and has the following comments.

I. ARCOLA COMPREHENSIVE SIGN PLAN

Statement of Justification

1. Statement of Justification – Page Two. Please revised the Heading of “Matters for Consideration” to reference the Revised 1993 Loudoun County Zoning Ordinance in lieu of the 1993 Zoning Ordinance.
2. Original Comment: *Planning Commission Issues Regarding Comprehensive Sign Plans – Page 5 Criterion 3. The applicant has stated that the proposed signage treats similar types of signs consistently; however throughout the proposed comprehensive sign plan, signage*

A-11

has been referenced for specific tenants instead of by size of tenant spaces. Sections 5-1204(D)(3)(e) – (j) base sign allowances on the square footage of individual tenant spaces. To maintain consistency within the development, signage should be based solely on tenant size and not on the individual tenants. The zoning ordinance divides signage for freestanding and inline tenant spaces into three sections: spaces up to 4000 square feet, spaces 4001-15,000 square feet and spaces over 15,001 square feet. The applicant may wish to provide signage based on smaller increments of tenant space to be more specific to tenant size.

New Comment: The applicant appears to still be basing signage on individual tenants. Within the proposed section for inline structures with more than 50,000 sq ft and up to 100,000 sq ft, the aggregate total of signage varies from 300 sq ft to 421 sq ft. There is no correlation between tenant sign and allowable signage. The applicant may wish to further divide this category to base signage on tenant size. Further, be advised that should these large tenant spaces be subdivided in the future, signage for those future tenants will only be allowed in the locations identified and it may be possible that some tenants will be left without signage such as the buildings shown on pages 53 and 57.

Exhibit A

3. Original Comment: *As ZMAP-2006-0015 has been approved, the portion of the subject property near Route 50 is zoned R-8, R-16 and R-24. Please remove these signs from the comprehensive sign plan. Non-PD residential signage is not able to be modified at this time. The signs in these areas will need to be permitted under Section 5-1204(D)(1)(c).*

New Comment: The applicant has indicated that the entrance signs located at the entrance on Route 50 will conform to zoning ordinance requirements. Based on the submitted drawings, these signs exceed those allowed by the zoning ordinance. Please remove all signs not located on parcels zoned Planned Development (PD) from the comprehensive sign plan application. In addition, please remove the Route 50 Entrance Sign and Landscape Elevation drawings included in the back of the package.

Exhibit B

4. Original Comment: *Throughout the matrix, please be advised that when calculating the square footage of canopy signs, the entire canopy should be included and not just the lettering on the canopy. If the canopy includes logos such as Stars (Austin Grill) or Caribou (Caribou Coffee), these logos will count toward the number of signs as well as the square footage.*

New Comment: The applicant has states that lettering and symbols previously proposed on canopies have been removed. Awning/Canopy signs are still included within the comprehensive sign plan on Sheet 86.

5. Original Comment: *Please insure that all signs needed have been included in the request for zoning modification. The proffers for ZMAP-2005-0035 require a temporary park and ride*

to be located within Arcola Center. This park and ride will need to have information signage regarding no overnight parking as well as signage identifying the park and ride location within the center. These signs will need to be shown in the matrix if a modification is requested. The applicant has also not addressed real estate signs offering the sale or lease of tenant space or property.

New Comment: The applicant has referenced the “temporary” park and ride to be located in the PD-IP district of Arcola. The Permanent Park and Ride is to be located in the PD-IP while the Temporary Park and Ride is to be located within the Shops at Arcola. If signs for the Temporary Park and Ride are not included with this package, they must meet Section 5-1204(D)(7)(e), Informational Signs.

The applicant also makes reference to subsequent amendments to this Comprehensive Sign Plan. Please be advised that a Comprehensive Sign Plan may not be amended. A separate Comprehensive Sign Plan will be needed.

6. Original Comment: *Exhibit B Page 8 - The applicant is requesting almost 8 times the amount of signage permitted for an auto service station (60 square feet versus 463 square feet). Signs on the gas pumps will count toward overall signage. The column regarding minimum setback from R.O.W. is listed as ?. Please provide the actual proposed distance from the R.O.W.*

New Comment: The applicant states the end-user of the automobile service station will be responsible for requesting modifications to the sign regulations. Zoning Modification for signage is not permitted for single tenants within a Planned Development. The modification will need to be made with the application for the entire center.

7. Original Comment: *Exhibit B – Page 15 – Community Bulletin Board Sign – This sign type is not a permitted sign. Please remove from the comprehensive sign plan.*

New Comment: The applicant has changed this sign to a pedestrian directional sign. Directional signs may not contain advertising. A map of Arcola center will identify the location of each tenant and therefore become an advertisement for those tenants. Within the sign package, this sign is shown on sheet 82 as a “Future Sign”, which is appropriate.

8. Original Comment: *Exhibit B – Page 15 – Menu Box Sign – These signs should be included in the sections which regulate restaurants. The sign will count toward the number of signs as well as the aggregate total.*

New Comment: Page 16 of Exhibit B still lists the restaurant drive through menu and the wall mounted menu signs as information signs. The Section which regulates drive through menu signs is Section 5-1204(D)(3)(ee) and the wall mounted signs will be an additional tenant sign Section 5-1204(D)(3)(bb), (cc), or (dd) depending on the size if it is inline or freestanding.

9. Exhibit B Pages 16 and 77 – Pedestrian Directional Signs. The Page 16 of the matrix has the

A-13

maximum sign height for this type of sign to be 5' however; Page 77 shows this sign to be 12'6". Please correct this discrepancy. Also, if the intent of these signs are pedestrian directional, staff questions why the signs are so high. 8' in height would seem more appropriate for pedestrian signage.

10. Page 22, General Conditions – please be sure to complete the date of the comprehensive sign plan.

Section II Comprehensive Sign Plan


11. Original Comment: *Sections listed on the Table of Contents as FUTURE will need to be added to a separate zoning modification. The signage within district zoned R-8 and R-16 may not be modified and must be removed from the comprehensive sign plan.*

New Comment: Please place all "Future" signs in their own section of the matrix, as it is impossible to tell which category future signs will located. (Examples: retail tower logo, freestanding direction kiosk)

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
ZONING ADMINISTRATION REFERRAL

4 2007

DEC

DATE: December 4, 2007
TO: Sophia Fisher, Project Manager, Department of Planning
CC: Marilee Seigfried, Deputy Zoning Administrator
FROM: Teresa H. Miller, Planner, Zoning Administration 

CASE NUMBER AND NAME: ZMOD 2007-0008 Arcola Center Comprehensive Sign Plan

TAX MAP / PARCEL NUMBER (MCPI):

| | |
|-----------------|---------------|
| (101////////92/ | 163-49-1534) |
| 101/E/1////5/ | (162-19-6219) |
| 101/E/1////6/ | (162-19-4928) |
| 101////////97/ | (162-17-2899) |
| 101////////43A | (163-27-3386) |
| 101////////95/ | (162-29-8197) |
| 101////////96/ | (162-38-9607) |
| 101////////42/ | (163-36-7830) |
| 101/C/2////5/ | (163-26-9824) |
| 101/C/2////4/ | (163-26-7931) |
| 101/C/2////3/ | (163-26-5032) |
| 101/C/2////2/ | (163-26-3341) |
| 101/C/2////1/ | (163-26-4764) |

Zoning Administration has reviewed the above referenced **Zoning Modification (ZMOD)** under the Revised 1993 Loudoun County Zoning Ordinance and has the following comments.

I. SECTION 5-1200 Signs

1. **Section 5-300 Visibility at Intersections.** All signs shall comply with the requirements of this section regarding visibility at intersections.
2. **Section 5-1203** requires a sign permit to be obtained prior to the erection of any sign unless the sign is specifically excluded by this section.

A-15

II. ARCOLA COMPREHENSIVE SIGN PLAN

Statement of Justification

3. Please add the application number to the cover sheet (ZMOD-2007-0008).
4. Statement of Justification – Page One. The final paragraph, the final two sentences on the page incorrectly identify the rezoning in review as ZMAP-2006-0035. Please correct to identify the correct application number ZMAP-2006-0015.
5. Statement of Justification – Page Two. Please revised the Matters For Consideration to reference the Revised 1993 Loudoun County Zoning Ordinance.
6. Planning Commission Issues Regarding Comprehensive Sign Plans – Page 5 Criterion 3. The applicant has stated that the proposed signage treats similar types of signs consistently; however throughout the proposed comprehensive sign plan, signage has been referenced for specific tenants instead of by size of tenant spaces. Sections 5-1204(D)(3)(e) – (j) base sign allowances on the square footage of individual tenant spaces. To maintain consistency within the development, signage should be based solely on tenant size and not on the individual tenants. The zoning ordinance divides signage for freestanding and inline tenant spaces into three sections: spaces up to 4000 square feet, spaces 4001-15,000 square feet and spaces over 15,001 square feet. The applicant may wish to provide signage based on smaller increments of tenant space to be more specific to tenant size.

Exhibit A

7. Should ZMAP-2006-0015 be approved, the applicant will need to update Sheet 8 regarding the property identification to indicate the current zoning. Section 5-1204(D)(E)(1) Modifications to sign regulations may be made to Planned Development (PD) Districts only. Portions of the subject property along Route 50 are proposed to be rezoned R-8. Signs within any residential non- PD district must be removed from the comprehensive sign plan.

Exhibit B

8. If there is not an applicable section for the desired sign, the sign is not permitted. Modifications can only be made to those signs which are permitted by the zoning ordinance.
9. Please address landscaping in regards to all proposed freestanding monument signs.
10. Section 5-1204(D)(3)(e) permits 1 sign per vehicular entrance for small center / regional center entrance signs. The applicant is proposing upwards of 16 entrance signs with over 700 square foot of signage. Referring back to the Statement of Justification Planning Commission Issues Criterion 1: Is the modification the least amount needed to meet these criteria? The applicant has addressed the design of the signs; however the applicant needs to elaborate on how the large number of signs proposed will adequately help people find what

they need without difficulty or confusion. The amount of signage proposed for a small regional center would seem excessive and cause visual clutter.

11. To maintain consistency within the development, signage should be based solely on tenant size and not on the individual tenants. The proposed modifications reference specific tenants (or similar size tenant); however there seems to be no consistency in the signage. Actual square footage for the tenants has not been provided. (ex. The signage for Lowe's is less than the signage for smaller tenants within the development. Babies R Us/Toys R Us is proposed to have more signage than Super Target) Please revise the proposed matrix to address signage based on actual tenant size rather than tenant itself.
12. Throughout the matrix, please be advised that when calculating the square footage of canopy signs, the entire canopy should be included and not just the lettering on the canopy. If the canopy includes logos such as Stars (Austin Grill) or Caribou (Caribou Coffee), these logos will count toward the number of signs as well as the square footage.
13. Per Article 8 of the Revised 1993 Loudoun County Zoning Ordinance, a business sign is defined as, "*a sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.*" Signs must be placed on the building in which the good are being offered. (ex. Home Goods/TJ Maxx and BabiesRUs/ToysRUs signs must be placed on the building façade of the actual tenant.)
14. Please insure that all signs needed have been included in the request for zoning modification. The proffers for ZMAP-2005-0035 require a temporary park and ride to be located within Arcola Center. This park and ride will need to have information signage regarding no overnight parking as well as signage identifying the park and ride location within the center. These signs will need to be shown in the matrix if a modification is requested. The applicant has also not addressed real estate signs offering the sale or lease of tenant space or property.
15. Informational Signs – Article 8 defines Information Signs as signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like. Signs such as ATM, Enter and Exit on the carwash, Park and Ride, etc can be counted as information signs as long as they contain no advertising or logos.
16. Exhibit B Tenant Lowe's – The side & rear signage max area of any one sign is listed as ?. Please correct. Also, the maximum height of the sign is listed as N/A. If no modifications to sections are proposed, please fill the column in with the current zoning ordinance requirement. In regard to the sign height, please be advised that signage may not exceed the roofline.
17. Exhibit B Page 7 – Banks have been listed as Office – Freestanding Building signs. The correct section for banks and financial institution should be listed as Section 5-1204(D)(3)(ii). Please adjust the matrix and proposed modifications based on this section of the zoning ordinance.

18. Exhibit B Page 8 - The applicant is requesting almost 8 times the amount of signage permitted for an auto service station (60 square feet versus 463 square feet). Signs on the gas pumps will count toward overall signage. The column regarding minimum setback from R.O.W. is listed as ?. Please provide the actual proposed distance from the R.O.W.
19. Exhibit B – Page 11 – Restaurant In Line Structure. Please be advised that awnings containing signage and logos count toward the total number of signs as well as the aggregate total. The applicant has proposed no modification to these tenants.
20. Exhibit B – Page 11 – Restaurant Drive Through Menu – The zoning ordinance requires that these signs be screened from all roads. This requirement may not be modified. Please add the comment to the proposed additional comments for this sign type.
21. Exhibit B – Page 12 - Per Article 8 of the Revised 1993 Loudoun County Zoning Ordinance, a business sign is defined as, *“a sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.”* The logos for Arcola Center listed on this page are not permitted signs as Arcola Center does not offer a service, good, commodity etc within this tenant space. The good or service Arcola Center offers is the sale or lease of the actual tenant spaces. This sign type is a real estate sign. Please delete this proposed sign from the sign plan.
22. Exhibit B – Page 13-14 – Once the property has been rezoned, will the sections still be zoned PD-IP and PD-GI? If not, please remove the modification requests for signs in those districts or adjust the matrix to reflect the correct district and modifications (ex. PD-TC).
23. Exhibit B – Page 14 – Temporary Signs – Article 8 defines temporary signs as, *“a sign advertising a candidacy for public office or an event of public interest, such as but not limited to, public or general election, church or public meeting, fair, horse show, turkey shoot, entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar social activities of temporary duration or non-recurring nature, excluding commercial retail and real estates, unless otherwise permitted in this Ordinance.”* As the signs proposed in this section do not meet this definition, they are not permitted and must be removed from the comprehensive sign plan. Additionally, Section 5-1202(A)(3) prohibits signs placed on lamp posts.
24. Exhibit B – Page 15 – Community Bulletin Board Sign – This sign type is not a permitted sign. Please remove from the comprehensive sign plan.
25. Exhibit B – Page 15 – Pedestrian and Vehicular Directional Signs – These sign type are now included in the Revised 1993 Loudoun County Zoning Ordinance pursuant to Section 5-1204(D)(7) Directional Signs, On-Site. Please add this additional sign type to proposed matrix. Please note that the signs may contain no advertising (ex. the Arcola logo and any tenant names may not be included on the sign).

26. Exhibit B – Page 15 – Menu Box Sign – These signs should be included in the sections which regulate restaurants. The sign will count toward the number of signs as well as the aggregate total.

Section II Comprehensive Sign Plan

27. The Table of Contents, Introduction, General Conditions, etc. should be moved to the beginning of the package. Any changes to the package will need to be reflected in the table of contents.
28. Sections listed on the Table of Contents as FUTURE will need to be added to a separate zoning modification. The signage within district zoned R-8 and R-16 may not be modified and must be removed from the comprehensive sign plan.
29. General Sign Specifications – Page 9 Illumination of Signs references exposed lamps as permitted. Please be advised that exposed or visible neon tubes/bulbs are prohibited.
30. Please note that the area of any logos attached to freestanding sign will need to be included within the area of the sign panel.
31. Permanent Signs – Page 50 Chick-fil-A. A note stating the “drive-in menu signs do not count toward sign area” will need to be removed as these signage for these signs do count but are listed as a separate sign type.

IV. OTHER

32. Staff notes that the construction of some signs shown in the plan may require a building permit (i.e. the stone columns and walls).
33. Please be advised that approval of a comprehensive sign package containing signs which are either prohibited or not permitted by the zoning ordinance does not authorize zoning permit approval or issuance for such signs.